

Energy CLASS Prize Phase 1 Winners Media Promotion Toolkit

May 5, 2023



SCEP

STATE & COMMUNITY ENERGY PROGRAMS



WELCOME!

The U.S. Department of Energy (DOE) is thrilled to announce the winners of the **Energy Champions Leading the Advancement of Sustainable Schools Prize** ([Energy CLASS Prize](#)).

This toolkit provides content to help you amplify news about the winners, and to ensure consistent DOE and American-Made Challenges branding.



ABOUT THE PRIZE

- The Energy CLASS Prize is a two-phase, \$4.5 million competitive award promoting energy management and capacity building in school districts across America.
- The competition was designed to help some of the nation's highest-need K-12 schools make critical improvements by establishing, training, and supporting energy managers - or Champions - in their districts. These Champions will:
 - Build proficiencies to identify, plan, and implement infrastructure upgrades, developing institutional capacity to make energy management a lasting feature of their communities.
 - Develop skills to pursue upgrade opportunities that will reduce public schools' utility costs, improve indoor air quality, reduce carbon emissions, and enhance learning environments long-term.
- The 25 Phase 1 Winners represent approximately 741,000 students, in 1,300 schools, across 19 states.
- Phase 1 Winners will each receive \$100,000 in cash prizes, along with access to coursework, training, and LEA-specific coaching from professionals in the newly-established Energy CLASS Prize Training Network.
- In Phase 2, Winners will spend 80-160 hours developing skills with the Energy CLASS Prize Training Network, working closely with professional trainers and experts in the field of energy management.
 - Training will prioritize the identification, implementation, and maintenance of health, efficiency, and renewable energy projects in the awarded districts.
 - Teams will also receive one-on-one support and coaching to pursue upgrade projects prioritized in their schools.
- At the conclusion of Phase 2, LEAs can submit a progress report and - based on performance - may qualify for an additional \$50,000.
- DOE is leveraging American-Made Challenges, a platform funded by the DOE and operated by the U.S. National Renewable Energy Laboratory (NREL), to administer the Energy CLASS Prize.

PRESS RELEASE

Click here to read:

[Biden- Harris Administration Announces \\$4.5 Million to Build K-12 Staff Capacity and Lower Energy Costs for Schools | Department of Energy](#)

Department of Energy

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[Energy.gov](#) »

Biden- Harris Administration Announces \$4.5 Million to Build K-12 Staff Capacity and Lower Energy Costs for Schools

As Part of President Biden's Investing in America, Funding to Provide Winners Cash Awards and Trainings to Build Capacity for Energy Management in Local Education Agencies

WASHINGTON, D.C.—The Biden-Harris Administration, through the U.S. Department of Energy (DOE) today announces the Phase 1 Winners to share in the \$4.5 million Energy Champions Leading the Advancement of Sustainable Schools Prize (Energy CLASS Prize), a competitive award promoting energy management in school districts across America. Twenty-five Local Education Agencies

WHAT CAN YOU DO?

1. Amplify the news about the Energy CLASS Prize winners by sharing the information in this toolkit with your network in the following ways:
 - Engage with social media (Twitter, Facebook, LinkedIn, Instagram)
 - Post blogs or newsletters on your website
 - Write a story for media publication
 - Discuss the competition on a podcast or video
2. Stay connected with local LEAs throughout the year as they proceed through Phase 2.
 - Highlight quotes, comments, pictures, videos, success stories and more



SOCIAL MEDIA CONTENT TO AMPLIFY

Reach a larger audience for your social media posts by tagging or linking to applicable energy accounts for cross promotion, such as:

DOE

Facebook:
<https://www.facebook.com/energygov>
@energygov

Twitter:
<https://twitter.com/ENERGY>
@ENERGY

Instagram:
<https://www.instagram.com/energy/?hl=en>
@energy

LinkedIn:
<https://www.linkedin.com/company/u-s--department-of-energy/>

American-Made Challenges

HeroX site:
<https://www.herox.com/energy-class>

Twitter:
@AMCprizes
<https://twitter.com/AMCprizes>

YouTube:
<https://www.youtube.com/channel/UCE1idCSIBk-jmiH-78fw9rw>

LinkedIn:
<https://www.linkedin.com/company/americanmadeprogram/>

On the following slides, you will find sample social media posts published by the accounts above. Please use them as inspiration to write your own, or simply share/retweet on your platform. If you choose to share/retweet, you will have the option to craft a more personalized message in addition to what's already been published.

- [Albemarle County Public Schools, VA](#)
 - [@k12albemarle](#)
- [Baltimore City Public Schools, MD](#)
 - [@BaltCitySchools](#)
- [Brevard Public Schools, FL](#)
 - [@BrevardSchools](#)
- [Canajoharie Central School District, NY](#)
 - [@CanajoharieCSD](#)
- [City Schools of Decatur, GA](#)
 - [@CSDSchools](#)
- [Detroit Public Schools Community District, MI](#)
 - [@Detroitk12](#)
- [East Cleveland City School District, OH](#)
 - [@EastCleSchools](#)
- [Elkhorn Area School District, WI](#)
 - [@Elkhorn_Supt](#)
- [Environmental Charter Schools, CA](#)
 - [@EnviroCharter](#)
- [Granite School District, UT](#)
 - [@GraniteSchools](#)
- [IDEA Public Schools, TX](#)
 - [@IDEAschools](#)
- [Irvington Public Schools, NJ](#)
 - [@IPSNJDistrict](#)
- [Jackson County School District, MS](#)
 - [Jackson County Facebook](#)
- [Lansing Public School District, MI](#)
 - [@lansingsd](#)
- [Martin County School District, KY](#)
 - [@martinschools](#)
- [Mascoma Valley Regional School District – SAU 62, NH](#)
 - [Mascoma Valley Facebook](#)
- [Milwaukee Public Schools, WI](#)
 - [@MilwaukeeMPS](#)
- [Natchez Adams School District, MS](#)
 - [@nasdbulldogs](#)
- [Nenana City School District, AK](#)
 - [Nenana District Facebook](#)
- [Northeast Washington Educational Service District 101, WA](#)
 - [@newesdnews](#)
- [Orange County Public Schools, FL](#)
 - [@OCPSnews](#)
- [Paducah Public Schools, KY](#)
 - [@bluetornado1](#)
- [San Antonio Independent School District, TX](#)
 - [@SAISD](#)
- [Southwest Vermont Supervisory Union, VT](#)
 - [@SVSUVermont](#)
- [Unified School District No. 500, Kansas City, Kansas Public Schools, KS](#)
 - [@kckschools](#)



Tag a winner's social media handle in your posts for specific recognition, where applicable!

TWITTER: SAMPLE CONTENT

Option 1:

🎉 Cheers to the Phase 1 Winners of @AMCPrizes \$4.5M #EnergyCLASSPrize. 25 local education agencies can now establish, train & support energy managers to implement & maintain projects that will improve health + efficiency in their schools. View the winners:

Option 2:

Join us in celebrating the winners of the #EnergyCLASSPrize! 🏠 This competitive award introduces energy management as a sustainable initiative for local education agencies across the country.



LINKEDIN OR FACEBOOK: SAMPLE CONTENT

Option 1:

Along with our partners at [@AmericanMadeProgram](#), we are thrilled to announce the 25 winners of the \$4.5 million Energy CLASS Prize! This competitive award engaged Local Education Agencies (LEAs) representing diverse communities across 30 states - approximately 1.5M students and teachers - and demonstrated both a widespread need and a hunger for energy management in schools. Winning LEAs will receive cash prizes, coaching, and skills development from the newly-established Energy CLASS Prize Training Network, enhancing their long-term capacity to make building improvements that will lower utilities costs, reduce carbon emissions, and create healthier learning environments.

Option 2:

@U.S.DepartmentofEnergy has announced the Phase 1 Winners of the Energy CLASS Prize! The 25 selected public-school districts represent a diverse group of communities that have one thing in common - the need for lasting clean energy solutions to improve educational outcomes.

KEY RESOURCES

- To learn more about the Energy CLASS Prize, please view the:
 - [SCEP | Renew America's Schools Website](#)
 - [American Made Challenges Energy CLASS Prize website](#)
 - [Informational Webinar](#)
- For more context on a specific LEA, click on the name of a winner listed [here](#).
- If you have any questions that are not covered in the following pages, please contact us at energyclassprize@nrel.gov, and cc Schools@doe.gov.



Photo Credit: Unsplash/Desola Lanre-Ologun

ENERGY CLASS PRIZE NAMING GUIDELINES AND PRIZE ATTRIBUTION LANGUAGE

Prize Naming Conventions

In long-form writing, at first instance, reference as follows:

- Energy Champions Leading the Advancement of Sustainable Schools Prize (Energy CLASS Prize)
- The abbreviation *Energy CLASS Prize* is permitted for any subsequent references.

Prize Boilerplate

When creating communications materials surrounding the Energy CLASS Prize, including blog posts, articles, webpages, and fact sheets, please add the following statement in its entirety. This statement is intended to create consistency across all program facets and participants:

About the Energy CLASS Prize

The Energy CLASS Prize provides training and cash prizes to Local Education Agencies (LEAs) working to make energy management a sustainable feature of their communities. Funds are intended to help establish, train, and support energy managers - or "Champions" - in schools, and position them to make meaningful infrastructure improvements that will reduce utility costs, improve indoor air quality, and improve learning environments long-term. The Energy CLASS Prize is administered by the National Renewable Energy Laboratory and is funded by the U.S. Department of Energy's (DOE) Office of [State and Community Energy Programs](#) (SCEP).

IMAGES FOR PROMOTIONAL USE

Below are approved visual assets for use in promoting the programs on social media and communications materials.

1200x400



IMAGES FOR PROMOTIONAL USE, CONT'D

Below are approved visual assets for use in promoting the programs on social media and communications materials.

910x512



859x409



IMAGES FOR PROMOTIONAL USE, CONT'D

Below are approved visual assets for use in promoting the programs on social media and communications materials.



High-resolution image files are available for download here:

<https://app.box.com/s/q99gpqp8ncklp8hehbsp3fhuf2c8gulw>